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26479	r9 7590 04/19/2010					
STRAUB & POKOTYLO 788 Shrewsbury Avenue TINTON FALLS, NJ 07724				Certificate of Mailing or Transmission  I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.		
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APPLICATION NO	FILING DATE		FIRST NAMED INVENTOR		ATTORNEY DOCKET NO	CONFIRMATION NO
10/617,605	07/11/2003	···+	Larry Pearlstein		HA-59APPCON	2905
TITLE OF INVENTION: I	METHODS FOR RED	UCED COST INSERTIC	•	OWS INTO COMI	PRESSED VIDEO	
APPLN TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV PAID ISSUE	FEE TOTAL FEE(S) DU	E DATE DUE
nonprovisional	NO	\$1510	\$300	\$0	\$1810	07/19/2010
EXAMINER		ARI UNII	CLASS-SUBCLASS			
VO, TUNG T		2621	375-240010	•		
1. Change of correspondence address or indication of "Fee Address" (37 CFR 1 363)			2. For printing on the p	* * *	, ona	ub & Pokotylo
Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached  "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached Use of a Customer Number is required.			(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,  (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents If no name is listed, no name will be printed.  2 Michael P. Straub			
3 ASSIGNEE NAME AN			4 72	,		
PLEASE NOTE: Unless an assignce is identified below, no assignce data will appear on the patent. If an assignce is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment						
(A) NAME OF ASSIGN	NEE		(B) RESIDENCE: (CITY and STATE OR COUNTRY)			
Hit	tachi America, L	td.	Tarrytown, NY			
Please check the appropriat	e assignee category or	categories (will not be pr	inted on the patent):	Individual 🛭 Co	rporation or other private gr	oup entity Government
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5 Change in Entity Status (from status indicated above)  \[ \begin{align*}             1 a Applicant claims SMALL ENTITY status See 37 CFR 1 27  \]             b Applicant is no longer claiming SMALL ENTITY status See 37 CFR 1 27(g)(2)						
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Authorized Signature	Michael	BStan	<b>J</b> -	Date July	<i>,</i> 16, 2010	
Typed or printed name_	Michael	P. Straub		Registration No	36,941	
Alexandra, virginia 22313	-1430				e public which is to file (an inutes to complete, includi nments on the amount of to rademark Office, U.S. Der SEND TO: Commissioner isplays a valid OMB contro	nd by the USPTO to process) ng gathering, preparing, and time you require to complete partment of Commerce, P.O for Patents, P.O. Box 1450,